

# Production Specifications

## MECHANICAL REQUIREMENTS

### OPERATING SYSTEM

→ *City Pages* is a completely electronic, Macintosh-based publication.

### SUPPLIED MEDIA

→ We accept CD-ROMs and DVD-ROMs, but we prefer you e-mail or FTP your ad (instructions below).

### FILE FORMATS

- We prefer PDF files created using Acrobat Distiller from a PostScript file.
- If you are unable to produce a PDF file using Acrobat Distiller, please save the file as an EPS and make sure all layers are flattened and fonts are converted to outlines.
- We require a resolution of 200 dpi for grayscale, 300 dpi for color and 800 dpi for bitmap (line art) images.

- We **do not accept** Microsoft Word, Microsoft Publisher, Microsoft PowerPoint, PageMaker or CorelDraw files.
- All advertisements (except full pages) are required to have borders.
- We prefer TIFF or EPS images in grayscale or CMYK color mode. Please avoid using JPEGs or other graphics in RGB color mode in your ad.\*
- We prefer PostScript fonts. TrueType, OpenType and Multiple Master fonts can create output problems.
- We cannot work with RGB files.\*
- Please compress your files before sending. We accept *.sit* and *.zip*

\* We can convert your JPEG or RGB file to CMYK or grayscale. Reproductive quality as a result of this conversion cannot be guaranteed. We reserve the right to substitute fonts.

### COLOR

- All color files, except pre-approved spot color, should be set up for CMYK separation.

- *City Pages* supports CMYK and Pantone Uncoated (PMS) colors.
- To receive a color proof of your ad, files must arrive at *City Pages* 3 business days prior to ad insertion date.
- **We do not accept film.** Please be sure to include paper proofs of color separations. Color proofs should be created using a CMYK color printer. RGB proofs will not be accepted; if one is supplied, we will produce a CMYK proof for you.

### SIZING

- *City Pages'* finished size is 10¾" × 12½"
- We do not accept ads with bleeds
- Make your *document* the actual size of the ad (*i.e.*, do not float a small ad in a letter sized document)
- Two-page spreads (double truck) with gutter bleeds should be set up as a 20½" × 11½" document

### PROOFING

- All ads submitted on disc must be accompanied by a clean paper proof.\*
- If you are transmitting the ad, a copy must be faxed to: 612.372.3737.\*

\* If we are unable to output files as submitted, the (faxed) proof will be used as backup. Reproductive quality of this backup cannot be guaranteed. IF NO PROOF IS SUBMITTED, WE ACCEPT NO RESPONSIBILITY FOR OUTPUT.

### PRINTING SPECIFICATIONS

- Printing Method: web offset
- Halftone screen: 85 lines per inch
- Print resolution: 1200 dpi (B&W and color)
- Keep in mind your ad will print on newsprint, which has a 20% dot gain in the midtone range. Grays lighter than 15% and darker than 85% do not print well
- CMYK colors with high percentages of one or two of the inks print best. For advice on color selection, please contact the production department: [production@citypages.com](mailto:production@citypages.com)

## WE PREFER PDF FILES!

The most foolproof PDFs are created by printing to a PostScript file, then using Acrobat Distiller

### DISTILLER SETTINGS:

#### General

Compatibility: Acrobat 4.0

#### Compression

Color Bitmap Images:  
Downsample to: 300  
Compression: JPEG Medium/Low  
Grayscale Bitmap Images:  
Downsample to: 200  
Compression: JPEG Medium/Low  
Monochrome Bitmap Images:  
Downsample to: 800  
Compression: CCIT Group 4

#### Font Embedding

Check: Embed all fonts

#### Color

Leave Color Unchanged

### TO REMOVE FURTHER DOUBT:

- Use PostScript fonts. TrueType, OpenType and Multiple Master fonts can produce problems.
- Use CMYK colors. We cannot fix a PDF that uses RGB color; a PDF with RGB color will not separate properly.
- Convert all your type to outlines
- Flatten transparencies and Photoshop layers, and expand or rasterize special effects.

Visit [www.adobe.com](http://www.adobe.com) for more information about Adobe Acrobat.

## FILE TRANSFER SPECS

- Name your file(s) using only alphanumerics (a-z, 0-9). Include the client's name (not *City Pages*) and the issue date
- Compress your files (*.sit*, *.zip*, *.sea*)

### E-MAIL

- E-mail all ads to [production@citypages.com](mailto:production@citypages.com)
- E-mailed files should be under 5MB. Larger files should be FTPed (see below)
- Include client name, issue date and contact in the message

### FTP

- Host: [ftp.citypages.com](ftp://ftp.citypages.com)
- User ID: [ftpuser](#)
- Password: [4U!mpls](#) (case sensitive)
- Directory: [Ads](#)
- Notify us via e-mail after the upload ([production@citypages.com](mailto:production@citypages.com)). Tell us the file name, client name, issue date and contact information in the message.

## DEADLINE

All electronically submitted ads are due by **5pm Thursday preceding the issue date**. Contact your sales representative for special situations.

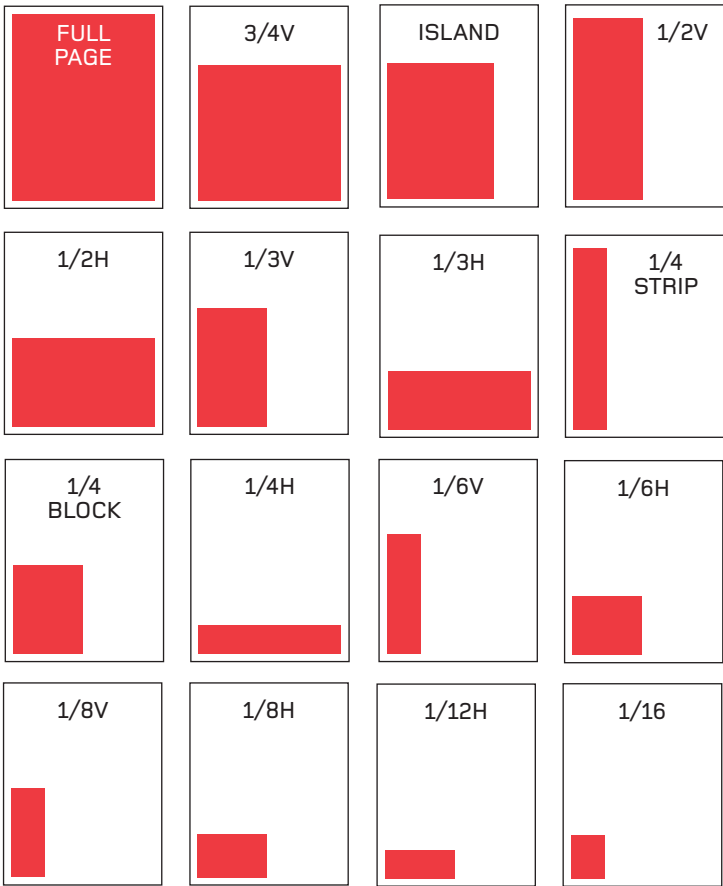
Advertisements may be corrected or cancelled **no later than 5:00 p.m. on Friday prior to publication**.

For the most up-to-date information please visit:  
[citypages.com/production](http://citypages.com/production)

E-mail Production with questions, concerns or suggestions:  
[production@citypages.com](mailto:production@citypages.com)

Or call Douglas Snow at  
**612.375.1015**

## Standard Ad Sizes



City Pages' finished page size is 10¾" x 12½"

AD SIZE	DIMENSIONS
Double Truck	20.5" x 11.50"
FULL	9.75" x 11.50"
3/4 V	7.2708" x 11.5"
3/4 H	9.75" x 8.5833"
ISLAND (Jr)	7.2708" x 8.5833"
1/3 V	4.7917" x 7.6111"
1/3 H	9.75" x 3.7222"
1/2 V	4.7917" x 11.5"
1/2 H	9.75" x 5.6667"
1/4 STRIP	2.3125" x 11.5"
1/4 BLOCK	4.7917" x 5.6667"
1/4 H	9.75" x 2.75"
1/6 H	4.7917" x 3.7222"
1/6 V	2.3125" x 7.6111"
1/8 H	4.7917" x 2.75"
1/8 V	2.3125" x 5.6667"
1/12 H	4.7917" x 1.7777"
1/12 V	2.3125" x 3.7222"
1/16	2.3125" x 2.75"

Any advertising submitted to City Pages that does not conform exactly to the above mechanical requirements will be enlarged, reduced or floated at the discretion of the production department. City Pages cannot be held responsible for quality of reproduction if ad size has to be changed.

### CLASSIFIEDS ONLY SPECIAL SIZES

1/24 H: 2.3125" x 1.7777"      1/32 H: 2.3125" x 1.3772"

BACK PAGE DISPLAY ADS      1/8 H: 4.7917" x 3"      STRIP: 9.75" x 1"

### PREMIUM PUBLICATIONS

*Restaurant Guide, Wine & Dine*

Bleed 10.5" x 12.5" • Trim 10" x 12"  
Live area 9" x 11"

Full Page	9" x 11"
1/2 H	9" x 5.3"
1/2 V	4.425" x 10.75"
1/4 H	4.425" x 5.3"
1/8 V	2.138" x 5.3"

### ONLINE

File Type: GIF, JPEG • File Size: 20k

Medium Rectangle 300 x 250 (pixels)  
PLACED NEXT TO MAIN FEATURE ON MENU PAGES

Leaderboard 728 x 90 (pixels)  
FULL SCREEN WIDTH, TOP OF EVERY PAGE

Wide Skyscraper 160 x 600 (pixels)  
RIGHT COLUMN OF PAGE

### RACK CARDS

Live Area:  
9.75 x 15.25"  
(on 11 x 16.5" card stock)